

Key Result Area 4: Leadership, Partnership and Administration

Goal: Maintain a competent infrastructure for California to deliver comprehensive Food Stamp Nutrition Education interventions across the state through fiscal support and oversight, partner development and support, collaboration among state agencies, and new leadership activities in all spheres of influence, as per the social-ecological model.

Objectives

- I Fiscal Administration and Integrity**
 - A Administrative and Fiscal Infrastructure**
 - B Fiscal Technical Assistance**
 - C Contract, Fiscal and Personnel Information Systems**
 - D Annual State Plan and Evaluation Report**
 - E Intern Program**
- II Infrastructure for Partner Participation and Leadership**
 - A Joint Steering Committee**
 - B JSC Sharing Forums/Teams**
 - C Partnership Assessment**
 - D Partnership Database**
 - E Technical Assistance to Partners**
 - F Website**
- III Special Leadership Projects/New Partner Development**
 - A Health Care Providers/CMAF**
 - B CEWAER**
 - C Food Stamp Promotion**
 - D Ethnic Leadership Case Studies**
 - E Early Childhood/First Five**
- IV Interagency Coordination Projects**
 - A SNAP**
 - B IFAC**
 - C FANOut**
 - D Nutrition Education/Food Stamp Call Center**
 - E Statewide Farm-to-School Committee (F2S)**
- V Resource Development, Co-Funding, and Gap-Filling Partnerships**
 - A State Agencies and Foundations**
 - B Task Force**
 - C Resource Development and Sustainability Plan**
 - D Proposals and MoU's**
 - E Evaluation**
 - F Co-funding Mechanisms and Accountability**
 - G Revise Plan**
 - H Budget Change Proposals**

Work Plan Code Summary - KRA 4

Messages/Topics	Key Strategies	Channel
A. Fruit & Vegetables	1. Nutrition Education Classes	a. City Governments
B. Healthier Eating, general	2. Community Events	b. Colleges/Universities
C. Food Safety	3. Retail Promotion	c. County offices of Education
D. Cooking skills	4. Print Media	d. Indian Tribal Organizations
E. Food Security	5. Radio / TV	e. Local Health Departments
F. Food Stamp Program Promotion *	6. Internet/ Web Sites	f. Parks & Recreation
G. Physical Activity Promotion **	7. Training / workshop / conference	g. Non-Profit/Community-Based Agencies
H. Farmer's market promotion ***	8. Advisory Council/Task Force	h. School Districts
I. Breast-feeding	9. Nutrition Education Research/Evaluation	i. State Agencies
J. Childhood Obesity Prevention	10. Promotion of Healthy Communities ****	j. UC Cooperative Extension
		k. Out-of-home advertising
		l. Home Visits
		m. Media Outreach
		n. Work sites (low income)
		o. Food stamp offices
		p. WIC Offices
		q. Health care provider & community clinics
		r. Faith / churches
		s. Community sites (gardens, parks, etc.)
		t. Grocery stores / farmers' markets
		u. Other (Specified in Workplan)

FSNE Eligibles = ≤185% FPL,

Non FSNE = >185% FPL,

Other = Intermediaries targeting FSNE Eligibles

*= Only provide brief promotional messages,

** = Integrated with nutrition education & does not include outreach,

*** = Integrated with nutrition education (Nut Ed is the primary focus)

**** = "Promotion of Healthy Communities" will include promotion only, not implementation, of systems, environmental or policy change.
The promotion will be directly linked, supportive of, and proportionate to direct nutrition education for FSNE clients.

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
KRA 4 Administration				
Objective I: Ensure effective delivery of state and local FSNE programs by providing comprehensive and specialized planning, fiscal and program administration, and staff development programs and services.			State Match: \$121,054 Federal Match: \$12,454,246	
Summary Information				
(2) Strategies/Methods: (A) Target Information for activities: Approximately 200 Network funded projects Target Audience: Approximately 200 Network funded projects that work with 50% or more FSNE eligible Californians. Target Data Source: Varies; primarily US Census, Free/Reduced price school meal percentages. See local project data in KRA 1. Target Area: Statewide Projected Total Contacts: Approximately 200 funded projects (See local project data in KRA 1)				
B) Strategy Information: Fiscal, Administrative & Staff Message/Topic: Strategy: Channel: Notes:				
(3) Existing & (4) New Educational Materials: Type: Local Incentive Awardee Manual, Policies and Procedures, Program Letters and Contract Managers Manual New/Existing: Existing (updated) Number to be Distributed/Produced: LIA Manual - 200, Contract Managers Manual 20 Languages: English				
KEY ACTIVITIES				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
A. <u>Administrative, Fiscal & Infrastructure</u> : Provide comprehensive planning, coordination, fiscal administration, staffing, infrastructure costs, contract monitoring and reporting services for California Nutrition Network including local incentive awards, special projects, media contracts and fiscal intermediaries.	Timely Plan Contracts Invoices 50% Site Visits Progress Reports Semi Annual Activity Report (SAAR)	Foerster, Ginsburg, Sr Staff	\$12,329,246	State Plan 200 Contracts developed 50% Site Visits Progress Reports Review of SAAR data The breakdown of required staff for CDHS and PHI can be found in Section C and the Operating Expenses, Building Space, Non-Capitol Supplies, and Other State Operating Costs can be found in Section D of the FFY 2006 Plan. Further breakdown of the PHI contract and UCSF worksites can be found in the Attachments, Section D Federal Match Budget Justifications.
B. <u>Information Systems</u> : Adapt contract management system (GIFTS) to include solicitation process and web based reporting for contractors (NOTIS). Continue providing software licensure, support and program upgrades.	Consultant contract.	Macintosh, Gilles, Chhimi, Aasen	\$125,000	Licensures in place and upgrades and maintenance current.
D. <u>Program & DHS Administration</u> - In coordination with USDA WRO and DSS, provide comprehensive planning, coordination and leadership support within the California Department of Health Services and Health and Human Services Agency for Food Stamp nutrition education, physical activity and food security program administration.	Completed State Plan Completion of assigned duties and requests.	Foerster, Ginsburg, Marsom, Sutherland, Papin, Quinn, Bonitz, Sr Staff		Process: State & Report Plan development, Progress reports, monitor scope of work

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
Objective II: By September 2006, support and strengthen the <i>Network</i> and <i>5 a Day</i> Partnership Development & Program Delivery Infrastructure to coordinate and maximize effective FSNE programs targeted at Food Stamp eligible Californians.	Meeting attendance; agenda items; completed projects; partnership agreements	Foerster, Marsom, Wilson, MSIII	Federal Match: \$30,000	Continuing process and outcome evaluation of <i>Network</i> Partnership activities to assess effectiveness of individual activities - see details below.

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
Summary Information:				
(2) Strategies/Methods: (A) Target Information for activities: Approximately 200 <i>Network</i> funded projects, other FSNE funded projects and programs serving` likely eligible low-income groups. Target Audience: Approximately 200 Network funded projects that work with 50% or more FSNE eligible Californians. Target Data Source: Varies; primarily US Census, Free/Reduced price school meal percentages. See local project data in KRA 1. Target Area: Statewide Projected Total Contacts: Approximately 200 <i>Network</i> funded projects (See local project data in KRA 1), UC Davis FSNEP projects, program intermediaries providing services to eligible families in California.				
B) Strategy Information: Message/Topic: A, B, E, F, G, H, J Strategy: 1,2, 3, 6, 7, 8, 9, 10, Channel: All Notes: The <i>Network's</i> Partnership Development Infrastructure provides ongoing support, program coordination and collaboration, information and best practice sharing for funded FSNE projects by email, teleconference and three meetings. Support is provided to almost 200 projects serving FSNE eligible populations, UC Davis FSNEP, as well as other partners and programs serving low-income, likely and potentially eligible population groups. The Joint Steering Committee (JSC) provides a necessary function for FSNE operations, using a variety of proven strategies in order to maximize the effective delivery of FSNE projects. They also provide a key venue for program updates from DSS and USDA WRO, and the delivery of necessary training to local programs. The JSC is a unique activity serving FSNE program leadership at the local and regional level that does not exist in any other form.				
(3) Existing & (4) New Educational Materials: Type: None Notes: FSNE programs use the <i>Network's</i> Partnership Infrastructure to present and distribute existing FSNE materials approved for development by USDA and CDHS.				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
KEY ACTIVITIES				
<p>A. <i>Network & 5 a Day</i> FSNE Joint Steering Committee: Conduct FSNE Steering Committee (JSC) meetings and teleconferences to 1) maximize planning, coordination and oversight of <i>Network</i> and <i>5 a Day</i> FSNE activities, including, Local Incentive Awardees, 5 a Day Campaigns, Special Projects, Regional Nutrition Networks and Collaboratives; and 2) provide support for program administration, partnership support and organizational development. The JSC also provides an opportunity to receive program guidance from DSS and USDA, and coordinate with UC Davis FSNEP and other FNS programs and partners serving low-income Californians.</p> <p>The JSC provides a unique and necessary function for the efficient, low-cost delivery, coordination and collaboration of FSNE projects across the state to share program successes and challenges, highlight best practice and support the coordination and collaboration of FSNE funded programs as required in the FSNE Plan Guidance for FY 2006. For more information see KRA 4, Objective II. Strategy Information Notes, above.</p>	<p>Number of meetings held, participant survey results, number of participants, agenda items, participant evaluation</p> <p>Conference call participation; agenda items; teleconference summaries & minutes. Completion of assigned duties. Updated content on CPNS website.</p>	<p>Foerster, Marsom, Wilson, MSIII, DSS Staff, USDA, Sr Staff</p>	<p>\$30,000</p>	<p>Formative: Provide annual survey of JSC members; Process: Web survey, participant sign-in sheets at meetings, include appropriate items on agenda; maintain database of JSC members and participation; survey JSC members. Outcome: Participant evaluation of meeting success to improve effectiveness of FSNE partnerships and projects; record meeting outcomes. Compile evaluation reports and assist progress toward FSNE objectives. Provide critical analysis of success in program targets;</p>
<p>1. <u>JSC Member Recruitment</u> - Involve and support <i>Network</i> and <i>5 a Day</i> Program Representatives, including Regional Networks and Collaboratives, as new members of the JSC and identify and recruit new <i>Network</i> federal, state and local partners from government, industry and nongovernmental organizations serving FSNE eligible individuals.</p>	<p>Criteria for potential partners; number of potential partners invited to attend JSC meetings; number that attend JSC meetings</p>	<p>Foerster, Marsom, Wilson, MSIII, Sr Staff</p>		<p>Formative: Identify and record criteria for potential partners; Process: Maintain database of FSNE projects and potential partners invited to JSC meetings; Use meeting sign in sheets to determine number of funded projects and partners attended meetings.</p>

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
2. <u>JSC Partnership Agreements</u> - Solicit Partner Agreements and/or MOUs from members of the JSC to support FSNE objectives, identify and retain committed members, and to recruit new members and partners serving FSNE eligible individuals.	Number of completed partnership agreements	Marsom, Wilson		Process: Maintain database of completed partnership agreements; Partnership agreements and/or project parameters established; in-kind contributions from partners; outcomes of partner projects.
3. <u>JSC Member Orientation</u> - Provide New Member Orientation to new JSC members. The JSC Organization and Operations Handbook will continue to be updated to meet FSNE Guidelines and distributed electronically by email.	Number of new members attending orientation; Annual assessment of participation in the JSC.	Marsom, Wilson		Process: Maintain database of new members. Provide the NMO annually. Use orientation sign in sheets to determine the number of new members attending meeting. Maintain inventory of revised JSC handbook.
B. <u>Partnership Assessment</u> : Conduct an assessment of the <i>Network</i> Partnership Infrastructure using a specially developed evaluation tool to determine the quality and level of partnership activities, quality of organizational and institutional representation and partnership gaps pointing towards the development of ongoing and/or targeted partnership recruitment strategy and JSC member orientation.	Evaluation Tool, Interviews, JSC roster, JSC Evaluation Forms, Partnership Database	Marsom, Wilson, Fong		JSC participants to complete Evaluation Forms; Monitor the JSC attendance rosters; monitor JSC membership; Conduct survey of RNN for partnership activity needs.
C. <u>Partnership Database</u> - Update and maintain <i>Network</i> and <i>5 a Day</i> partnership database including the JSC, integrated with GIFTS as appropriate.	Completed database	Marsom, Wilson, Macintosh, Flanagan		Formative & Process: Develop list of database needs.
D. <u>FSNE Technical Assistance</u> - As requested, provide ongoing supporting and background data to FSNE projects, CPNS partners, USDA, DSS and DHS Administration, JSC, Regional Networks and Collaboratives, special projects, LIAs, and community based organizations serving eligible individuals, on issues related to nutrition education, fruit and vegetable consumption, physical activity, food security, and Food Stamp promotion.	Information and briefings distributed. Case studies developed on <i>Network</i> projects.	Foerster, Marsom, Wilson, MSIII, Sr Staff		Maintain list of information provided and feedback on utilization.

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E. <u>Website</u> - Update and maintain FSNE partnership content of CPNS website as a resource for <i>Network</i> funded projects, Regional Networks and Collaboratives, and external partners. The website will include information on the <i>Network</i> Partnership Infrastructure.	Updated web content; number of website hits; user comments	Marsom, Wilson, MSIII, Macintosh, Chhimi		Online tracking and web surveys. Identify list of website needs.
<p>Objective III: By September 2006, initiate leadership activities and special projects to target FSNE resources to high-need, underserved areas and to maximize the effectiveness of FSNE interventions designed to support Food Stamp eligible Californians' increased consumption of fruits and vegetables, physical activity and promote the Food Stamp program.</p> <p>* To support these activities additional funding will be provided by external partners. All activities supported by non-FSNE funds will be designed and targeted to FSNE eligible individuals. See individual activities for specific details.</p>	Contracts signed and deliverables completed.	Foerster, Marsom, Wilson, MSIII, Sr Staff, Consultants	Federal Match: \$687,250	Process: As necessary, <i>Network</i> Leadership Projects all to have signed contracts, including a partnership agreement, that will incorporate evaluation activities and SOW deliverables.
KEY ACTIVITIES & SUMMARY INFORMATION				
<p>A. <u>Healthcare Providers Serving FSNE Eligible Populations</u>: By September 2006, as allowed by USDA in the FSNE Plan Guidance for FY 2006, the <i>Network</i> & California Medical Association Foundation (CMAF) will conduct activities that initiate and improve the delivery of FSNE interventions by community healthcare providers directly serving Food Stamp eligible individuals. FSNE activities will include general briefings and trainings on FSNE services to eligible healthcare providers in low-income communities serving FSP populations, nutrition education and healthy eating promotion, and connecting FSP eligible individuals with FSNE services in their community. The activities will not include medical nutrition therapy, including diabetes and weight loss and healthcare providers will not receive compensation for their participation in FSNE interventions. See Activities A.1 to A.4.</p> <p>*Although additional funding will be provided by external partners all interventions and activities will be designed and targeted for FSNE participants and eligibles: Kaiser Permanente: \$100,000 Wellpoint Foundation: \$100,000</p>	Completed contract & SOW.	Foerster, Marsom, MSIII, CMAF		Surveys of physicians, Health Plans, medical societies and <i>Network</i> projects.

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
<p>A.1) <u>Healthcare Provider Targeting</u>: Community healthcare providers, physician champions, and MediCal providers will be targeted to meet FSNE criteria. FSNE sites, MediCal targeting data, and lists of healthcare providers will be provided to USDA for approval prior to implementation. (See also FFY 2006 Waiver Request Document)</p> <p>The adult eligibility for MediCal is 130 percent of the federal poverty level and the MediCal population is identified as <i>Likely Eligible</i> for FSNE . Beyond this group, as necessary for project activities, the <i>Network</i> and CMAF will ensure effective targeting by identifying physicians with a majority of patients at less than 130 to 185 percent of the federal poverty level or less using the following criteria: 1) using GIS and internal data to identify healthcare providers in census tracts where at least 50 percent of the population are at 185 percent of the federal poverty level; 2) using DHS MediCal data to measure counts of eligible low-income patients served by health care providers and those providers with a high volume of low-income patients participating in MediCal Health plans; and 3) as necessary, participating healthcare providers will complete documentation confirming that at least 50 percent of their patients meet the necessary FSNE income eligibility.</p>	<p>Data tools developed; GIS system updated; Targeted community healthcare providers identified; Number of participating healthcare providers & health plans; Mapping system that identifies health care providers and matches their location and availability to FSNE services.</p>		\$14,338	<p>Process: List of healthcare providers serving eligible population; Completed target data; CMAF to maintain a database of participating physicians and medical providers that serve Food Stamp eligibles.</p>

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A.2) <u>MediCal Managed Care</u> : FSNE technical assistance, briefings and support to MediCal managed health plans.	Updated MediCal Managed Care Health Plan Nutrition Education Kit; Presentation to MediCal managed care medical directors; Case Study on Health Plan & Regional Collaborative Partnership; MediCal Health Plan Presentation; MediCal Provider Newsletter Articles;		\$106,352	Number of health plan medical directors reached; Number of health plans utilizing the FSNE kit; Number of health plan websites linked to the FSNE kit; Number of MediCal health plan newsletter articles on FSNE run and FSNE eligible patients reached; Number of MediCal providers reached through MediCal Division Provider newsletter mailings.
A.3) <u>Physician Champions in Network FSNE Sites</u> : FSNE technical assistance, training, general briefings and support to 150 to 200 physician champions to facilitate their participation in voluntary community nutrition education for Food Stamp eligible individuals within approved <i>Network</i> FSNE LIA, 5 a Day and Regional Network intervention sites.	Physician champion community education training curriculum; Regional Collaboratives Resource Guide; Updated list serve of physician champions.		\$117,762	Number of physician champions statewide by specialty and ethnicity; Number of physicians attending regional trainings; Evaluation results from healthcare providers; Number of education programs scheduled by Regional Networks and FSNE projects Number of <i>Network</i> projects utilizing physician champions for FSNE in their sites.

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A.4) <u>General Briefings for Healthcare Providers</u> : Providing information on FSNE, nutrition and physical activity via the CMAF website to targeted physicians in low-income areas improve education for eligible patients.	Number of community FSNE resources identified by county and by type; Number of links to FSNE resource directory; Process in place to update the FSNE directory, with quarterly updates posted and communicated.		\$8,798	Utilization of web based resource directory measured by number of hits to directory; Number of healthcare providers serving Food Stamp eligible populations who utilize the education toolkit; Number of links made to the FSNE toolkit on the CMAF website; Survey of regional partners regarding the usefulness of the directory; Survey of healthcare providers serving Food Stamp eligible patients and their use of the directory; Quarterly updates posted.

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
<p>A.i) Targeting Information: Target Audience: Food Stamp eligible individuals (adults and children), physicians serving FSP eligible populations and MediCal Managed Care Health Plans serving likely eligible populations. Target Data Source: CPNS GIS, 2000 Census, DHS MediCal & CMAF data Target Area: Core activities targeted in Alameda County, Santa Clara County, the Central Valley region, including Fresno, Tulare, Kern and San Joaquin Counties, South San Diego County, South Central Los Angeles and the Desert Sierra Region. MediCal statewide activities (direct mail to FSNE eligible and likely eligible individuals); Projected Total Contacts: FSNE: 19,000 to 29,700 direct contacts in community sites; More than 6,000,000 indirect contacts with FSP likely eligible (by proxy) individuals. Non FSNE: 14,400 to 24,300 direct contacts. Others: 150 to 200 physicians serving FSP eligible and likely eligible individuals; 25 MediCal Managed Health plans as allowable in FSNE Plan Guidance FY 2006.</p> <p>Strategy Information: Message/Topic: A, B, D, E, F, G, H, J, Strategy: 1, 2, 6, 7, 8, 9, 10, Channel: d, g, n, o, p, q, r, s, Educational Materials: None. Notes: Existing FSNE materials approved for development by USDA and CDHS will be distributed within interventions.</p>				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
<p>B. <u>FSNE Services in High-Need, Underserved Communities</u> - Rural counties in California and high-need areas with large Food Stamp eligible and low-income populations such as the Central Valley currently receive fewer FSNE services as they do not have resources that qualify for FSNE funding. In order to address this issue, by September 2006, the <i>Network</i> will deliver FSNE services and projects in five targeted high-need communities, using low-income schools with 80% or more children on FRPM that currently have limited or no FSNE services. In addition, working with County Food Stamp offices, the <i>Network</i> will use the eligible schools and other eligible community venues as a base to reach FSNE eligible adults in these low-income communities to provide information and briefings on FSNE services, targeted nutrition education materials, and FSNE technical assistance to build capacity, establish sustainable FSNE services, and ensure eligible families receive Food Stamp nutrition education.</p>	<p>Completed FSNE nutrition education and trainings, Number of training participants, FSNE services established, Materials distributed, Completed SOW; Briefings developed</p>	<p>Foerster, Marsom, Wilson, Subcontractor</p>	<p>\$125,000</p>	<p>Process: Completed evaluation forms; Monitor SOW activities; Training participant roster; Outcome: Assessment of participants to gauge their knowledge of the Food Stamp program; Recommendations developed for seamless delivery of FSNE in low-income communities.</p>
<p>B.i) Targeting Information: Target Audience: Food Stamp eligible individuals (adults and children): African American, Asian, Caucasian, Latino, Native American; families with children, teachers/educators, school staff and management; childcare providers, County Food Stamp offices. Target Data Source: CPNS GIS, 2000 Census, FRPM data Target Area: Central Valley Region and Sierra Cascade Region: Schools where over 80% of enrolled children are eligible for FRPM. Projected Total Contacts: TBD Strategy Information: Message/Topic: A, B, D, E, F, G, H, J Strategy: 1, 2, 3, 6, 7, 9, 10, Channel: c, d, e, f, g, h, l, n, o, p, r, s, t, Educational Materials: None. Notes: Existing FSNE materials approved for development by USDA and CDHS will be distributed within projects.</p>				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
C. <u>FSNE Food Stamp Targeting Support Activities</u> - By September 2006, to ensure the effective delivery of core element three of FSNE per Page 9 of the FSNE Plan Guidance FY 2006, the <i>Network</i> will conduct activities to improve delivery and targeting of FSNE projects to Food Stamp populations; promote the seamless delivery of FSNE as part of the Food Stamp program; and support increased knowledge of the Food Stamp program by those delivering FSNE in California. To include: Food Stamp Program training for Network funded FSNE projects and state staff; linking with County Food Stamp Directors and the California Department of Social Services to strengthen the integration between <i>Network</i> funded projects and Food Stamp eligible populations.	Number of trainings completed; List of FSNE Resources and materials; List of projects developed as necessary following needs assessment.	Foerster, Marsom, Block-Joy Buck, MkNelly, Pennel, Brown, DSS, USDA, Consultant	\$100,000	Formative: Web survey of <i>FSNE</i> projects to assess training needs and knowledge of Food Stamp program. Process: Training agenda, sign in sheets and evaluations. Outcome: Assessment of participants to gauge their knowledge of the Food Stamp program; recommendations developed for seamless delivery of Food Stamp program in low-income communities.
D. <u>FSNE Case Studies</u> - By September 2006, the <i>Network</i> will develop and document case studies on high-need low-income communities with large Food Stamp eligible populations in rural and urban California cities. The purpose and scope of the case studies is to highlight and promote best practice and program success in FSNE activities and special projects in extremely low-income communities. The case studies will include Latino and African American communities and cutting edge FSNE projects and partnerships, including faith based and Food Stamp Office interventions. The case studies will be targeted using the GIS system to identify neighborhoods where over 75 percent of the population is \leq 130% FPL and other internal population data on Food Stamp eligibility levels, race and ethnicity, and levels of overweight and obesity.	Completed case study and recommendations to highlight best practice and help increase the effectiveness of FSNE Interventions Completed contract & SOW.	Marsom, Martin, Scruggs, Micheletti, REU Staff, DSS, USDA, Consultant	\$40,000	Formative: Ensure identified case studies meet <i>Network</i> and USDA FSNE requirements. Process: Case studies completed; Outcome: Case studies distributed by CDHS, DSS and USDA statewide and nationally to highlight FSNE program success; Use case studies to highlight FSNE intervention techniques that have proven impact; Lead to wider program evaluation.
E. <u>Early Childhood FSNE Activities</u> : By September 30, 2006, enhance fruit and vegetable consumption, physical activity, and Food Stamp program promotion among existing preschool/early childhood agencies and programs that serve Food Stamp eligible populations. Activities will complement and support work completed in KRA 1 through the Children and Families Commission LIA Channel. (See below for activities).				

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<p>1. Early Childhood Pilot Project: By September 2006, the <i>Network</i> and Contra Costa Childcare Council will develop and pilot test model FSNE projects within early childhood settings serving families at $\leq 130\%$ FPL, that promote increased fruit and vegetable consumption, physical activity and food security, including components that target low-income parents and caregivers of children ages 0-5. Deliverables will include program models and tools that will allow replication throughout the state.</p>	<p>List of completed tools including pre and post test survey instrument; list of guidelines and recommendations developed; and completed contract & SOW.</p>	<p>Marsom, Brown, Garbolino, Sugerman Magnuson, CCCC</p>	<p>\$125,000</p>	<p>Process: Reports from childcare centers participating in the project to identify numbers of low-income children and families reached through the project and assess participating Childcare Centers adopting interventions; maintain a list of completed tools; progress reports. Outcome: Pre- and post-survey of participating centers and parents in order to assess feasibility of Regional and Statewide implementation.</p>
<p>E.1.i) Targeting Information: Target Audience: Food Stamp eligible individuals (adults and children): families with children, childcare providers/educators Target Data Source: CPNS GIS, 2000 Census, FRPM/Child and Adult Care Food Program (CACFP) data Target Area: 25 low-income childcare centers in Contra Costa County (serving 1,500 children, 1,200 adults) Projected Total Contacts: 200 site visits FSNE: minimum of 14,850 indirect contacts Non FSNE: minimum of 12,150 indirect contacts Other: Childcare provider staff and management. Strategy Information: Message/Topic: A, B, D, E, F, G, H, J Strategy: 1, 2, 3, 6, 7, 8, 9, 10 Channel: c, d, e, f, g, h, l, n, o, p, r, s, t, Educational Materials: None. Notes: Existing FSNE materials approved for use by USDA and CDHS will be distributed within projects.</p>				

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<p>2. By September 2006, the <i>Network</i> will establish an Early Childhood Curriculum Taskforce to conduct a nationwide review of existing preschool-age nutrition education and active play curricula and materials appropriate for FSNE and make recommendations for new materials as required. The project will identify existing materials and curricula for use within FSNE projects and will target only Food Stamp eligible populations.</p> <p><i>* Although additional funding will be provided by external partners all interventions and activities will be designed and targeted for FSNE participants and eligibles:</i> \$75,000 State California Children and Families Commission.</p>	Taskforce established, Review completed, Clearinghouse of existing early childhood materials established.	Marsom, Garbolino, Magnuson, Brown, REU Staff Wilson, Healthy Kids Resource Center	\$50,000	Completed database; monitoring of database usage; evaluation mechanism for those using the database to provide feedback re: usefulness and relevance of content.
3. Establish/maintain partnerships to more effectively coordinate and collaborate with programs that serve the low-income early childhood population. May include California First 5, WIC, CA WIC Association, Head Start, and California Department of Education.	Partnerships in place.	Marsom, Brown, Wilson		Partnership agreements and/or project parameters established; funding and in-kind contributions from partners; outcomes of partner projects
<p>Objective IV: By September 2006, support efforts to coordinate and complement FSNE nutrition and physical activity programs and activities, including other FNS Programs, to maximize the effectiveness of FSNE projects, deliver consistent nutrition education messages, and increase Food Stamp eligible Californians' consumption of fruits and vegetables, physical activity and increased participation in the Food Stamp program.</p>	Receipt of deliverables; list of meeting attendees; recommendations; evaluation results; survey results	Foerster, Ginsburg, Marsom, Sr Staff, UC Davis, DSS, USDA CDE, CDFA	Federal Match: \$30,000	Meeting attendance; meeting agenda; meeting evaluations; progress reports; surveys
Summary Information:				
<p>(2) Strategies/Methods:</p> <p>(A) Target Information for activities: Approximately 200 Network funded projects Target Audience: Approximately 200 Network projects that work with 50% or more participants at from 130% to 185% of FPL or less. Target Data Source: Variety - see local project data in KRA 1 Target Area: Statewide Projected Total Contacts: Approximately 200 funded projects (See local project data in KRA 1)</p>				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
B) Strategy Information: Message/Topic: A, B, C, D, E, F, G, H, J, Strategy: 1, 2, 3, 6, 7, 8, 9, 10, Channel: All Notes:				
(3) Existing & (4) New Educational Materials: Type: None				
KEY ACTIVITIES				
A. <u>State Nutrition Action Plan (SNAP)</u> : As required, participate in the development and implementation of the California State Nutrition Action Plan to increase fruit and vegetable consumption in FSNE target populations. State agencies collaborating: CDHS (WIC, <i>Network</i>), DSS (Food Stamp), CDE (Nutrition Services Division), UCD (Food Stamp Nutrition Education Plan), and CDFA.	Plan revised, updated and signed; Completed MOU. Measures completed and results reported; Meetings attended	Foerster, Marsom, Backman, Pirrucello, Magnuson, Brown, Sutherland, Papin, USDA		Process: meeting agendas, MOU Outcome: Improved coordination and communication between FNS funded programs. Streamlined program delivery.
B. <u>Interagency Food Assistance Committee (IFAC)</u> : Serve, advise and collaborate on the quarterly DSS California IFAC meetings to coordinate program delivery and FSNE oversight. Includes DSS, DHS, CDE, and UC Davis.	Department updates, establish collaborative relationships with member departments.	Foerster, Marsom, Sugerman, MkNelly, Buck, DSS, UC Davis		Annual survey of IFAC participants to assess improved program coordination and FSNE program implementation.
C. <u>Food Assistance and Nutrition Education and Outreach (FANOut) Committee</u> : Coordinate and convene quarterly FANOut Committee meetings to bring together Federal, State and private partners to coordinate food stamp promotion and FSNE activities, develop collaborative projects and highlight effective strategies. Includes USDA, DSS, DHS, CDE, and UC Davis. * <i>Additional \$10,000 funding provided from State Outreach Plan.</i>	Meeting attendance; agenda items; completed projects;	Foerster, Marsom, Stephenson, Buck, DSS, UC Davis, USDA WRO, Consultant	\$10,000	Ongoing meeting evaluations, plus annual survey of FANOut participants to determine improved program coordination, participation rates and FSNE program implementation.

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
<p>D. <u>Statewide Farm to School Committee (F2SC)</u> - In partnership with DSS, UC Davis FSNEP, CDE, CDFA, and industry and community partners, convene quarterly meetings of F2SC to facilitate collaboration to increase consumption of fruits and vegetables in low-income schools. Ensure activities focus on Food Stamp eligible populations and include FSNE interventions and Food Stamp awareness measures for eligible families. Statewide group will generate a shared vision, develop an action plan, and members will actively implement appropriate elements of the plan. Coordinated with SNAP, FANOut etc for implementation.</p> <p><i>*Although additional funding will be provided by external partners all interventions and activities will be designed and targeted for FSNE participants and eligibles:</i></p> <p>Kellogg Foundation: \$10,000 CDE: \$19,500 Further funding and support will be provided by CDFA and CFJC (TBD)</p>	<p>Farm to School plan completed, including nutrition education component, strategies identified to increase fruit and vegetable consumption and FSNE messages in low-income schools.</p>	<p>Magnuson, Marsom, Brown, Wilson, CDE, CDFA, UC Davis Consultant</p>	<p>\$20,000</p>	<p>Ongoing meeting evaluations, plus annual survey of F2SC participants to determine improved program coordination.</p>
<p>Objective V: Implement the CPNS Strategic Resource Development Plan and Annual Action Plans, and obtain supplemental funding for at least 5% of the annual CPNS budget via new sources of funding; build a permanent funding base for achieving the Network's three major FSNE objectives.</p>	<p>Alternative funding identified.</p>	<p>Foerster, Ginsburg, Marsom, Backman, Buck, Sr Staff</p>	<p>\$0</p>	<p>Sustainability Plan</p>
<p>Summary Information</p>				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
<p>(2) Strategies/Methods: Identification of areas required for supplemental funding, to replace USDA/FSNE funding, or funding for new initiatives that reach a larger audience/target group.</p> <p>(A) Target Information: Based, in part, on USDA/FSNE funding decisions for FY2006, identify other areas of public and private sector funding.</p> <p>Target Audience: State Level Resource Development Task Force.</p> <p>Target Data Source:</p> <p>Target Area: Statewide</p> <p>Projected Total Contacts: Resource Development Task Force, 5 to 10 members</p> <p>FSNE: -0- Non FSNE: 5-10 members Other: -0-</p>				
<p>(3) Existing & (4) New Educational Materials:</p> <p>Type: Resource Development Data Base</p> <p>New/Existing: Both</p> <p>Number to be Distributed/Produced: 5-10 Resource Development Packages to Resource Development Task Force members</p> <p>Languages: English</p> <p>Notes:</p>				
KEY ACTIVITIES				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
<p>A. <i>Network</i> will focus on developing and renewing relationships and investigating funding opportunities with the private nonprofit, philanthropic, and other government funding in order to obtain resources that supplement and enhance current funding sources either by bringing funds to the <i>Network</i> or through funding initiatives to community and statewide programs. B. Form a Resource Development Task Force and establish a meeting and activity schedule. C. Create a two-year Resource Development and Sustainability Plan. D. Submit resource development proposals to priority funding sources or assist funding agencies in developing strategies that support the <i>Network's</i> goals and objectives. E. Review results of funding proposals, funds acquired, or funding initiatives executed. F. Provide funds to priority CPNS programs. G. Review Resource Development and Sustainability Plan in the fourth quarter of 2005-2006 and makes adjustments as necessary for the 2006-2007 plan. H. Submit Budget Change Proposals for State General Fund support, develop Interagency Agreements that could result in joint State funding opportunities, review and pursue federal grant and contracting opportunities.</p>	<p>Formation of Resource Development Task Force; development of supplemental funding priorities; development of target funding sources; issuance of resource development proposals; acquisition of funding.</p>	<p>Foerster, Ginsburg, Marsom, Backman, Buck</p>	<p>\$0</p>	<p>Process: Development of a Sustainability Plan including an established timetable and activity schedule; resource development activity management information system.</p>